



# **EPA's Brownfields Area-Wide Planning Pilot Program**

## **Request for Proposals (RFP) Overview**

**Webinar Communication Session  
April 13, 2010**

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# Webinar Agenda

- Brownfields Area-Wide Planning Pilot Program & RFP Overview
- Types & Amount of EPA Assistance
- Threshold Criteria Overview
- Evaluation (Ranking) Criteria Overview
- Content and Form of Proposal
- Good Proposal Preparation
- Questions



# Brownfields Area-Wide Planning Pilot Program RFP

Brownfields Area-Wide Planning Pilot Program RFP and Frequently Asked Questions (FAQs):

[http://www.epa.gov/brownfields/areawide\\_grants.htm](http://www.epa.gov/brownfields/areawide_grants.htm)

Check back – FAQs are updated periodically!

*This training is NO SUBSTITUTE for reading and closely following the detailed RFP*

EPA Brownfields Program:

<http://www.epa.gov/brownfields/>



# Brownfields Area-Wide Planning Pilot Program Overview

EPA will provide **grant funds** and **direct assistance (through Agency contract support)** for pilot projects from **eligible entities** (including local governments and nonprofit organizations) to facilitate community involvement in area-wide planning approaches to brownfields assessment, cleanup, and subsequent reuse.

- “EPA assistance” = grant funding and/or direct Agency contract support
- Assistance awarded under CERCLA § 104(k)(6), for research, training, or technical assistance activities



# Brownfields Area-Wide Planning Pilot Program Overview

- EPA assistance will be given for:
  - **developing an area-wide plan** for a **brownfields-impacted area**, and
  - **identifying next steps and resources needed** to implement the plan.

Brownfields-impacted area:

- a neighborhood, district, city block, corridor, etc
  - affected by a single large brownfield, or multiple brownfields, and where revitalization of the area surrounding the brownfield(s) is critical to the successful reuse of the property (or properties).
- 20 pilot projects anticipated
- Project periods of up to 24 months



# Brownfields Area-Wide Planning Pilot Program Overview

## *Flexible brownfields area-wide planning framework*

(suggested – applicants can use another approach)

- Step 1. Planning to identify potential future uses for brownfields properties.
- Step 2. Creating a set of area-wide strategies which will help ensure successful assessment, cleanup and reuse of the brownfield site(s) within the brownfields-impacted area.
- Step 3. Developing strategies for facilitating the reuse of existing infrastructure ...including taking into account potential infrastructure investments needed to accommodate alternative future uses of brownfield(s) properties.
- Step 4. Determining next steps and identifying resources needed to implement the area-wide plan.



# Overview of the RFP

RFP design enables applicants to describe in their proposals how they will use EPA assistance to

- 1) develop an area-wide plan for the brownfields-impacted area, which will inform the assessment and cleanup of the brownfield site(s), and
- 2) identify next steps and resources needed for plan implementation.

*EPA assistance available under this announcement may not be used for actual implementation of area-wide plans.*



# RFP Organization

- Section 1 – Funding Opportunity Description
- Section 2 – Award Information
- Section 3 – Applicant Eligibility Information and Threshold Criteria  
*Applicants must be eligible and pass all threshold criteria before their proposal can be evaluated*
- Section 4 – Proposal Submission Information  
*Instructions for organizing & submitting your proposal*
- Section 5 – Proposal Review Information  
*Includes evaluation (ranking) criteria*
- Section 6 – Award Administration Information
- Section 7 – EPA Contact  
*Includes addresses for mailing hard copy proposals*





# Brownfields Area-Wide Planning RFP Timeline

- March 30, 2010 – Request for Proposals (RFP) opened
- June 1, 2010 (5:00pm ET) – Proposal Submission Deadline

*Proposals can be submitted to EPA either in hard copy or through email to [bfcompetition@epa.gov](mailto:bfcompetition@epa.gov).*

- Summer 2010 (*tentative*) – pilot projects selected
- October 2010 (*tentative*) – brownfields area-wide planning projects begin



# Types and Amount of EPA Assistance

- Total estimated EPA assistance available under this RFP: *approximately \$3,500,000*
- Per selected pilot, EPA will determine grant funding and/or direct Agency contract support
- Applicants may apply for EPA assistance **up to**:
  - \$175,000 in grant funding, OR
  - approximately \$175,000 in Agency contract support, OR
  - some grant funding and some direct contract support, with the total request up to approximately \$175,000



# Grant Funding and/or Agency Contract Assistance

Project	Grant Funding	(approximate) Direct Agency contract support	Total EPA assistance
Example 1	\$175,000	\$0	<b>\$175,000</b>
Example 2	125,000	50,000	<b>175,000</b>
Example 3	75,000	100,000	<b>175,000</b>
Example 4	0	175,000	<b>175,000</b>

*See RFP Section 2.A and 2.D, and FAQs pp. 1-2*



# Threshold Criteria Overview

1. Applicant Eligibility
2. Location of proposed pilot project
3. Applicant involvement in an existing, inclusive area-wide planning process for the brownfields-impacted area
4. Proposal must not request EPA assistance entirely for site assessment, site cleanup, and/or area-wide plan implementation activities



# Threshold Criterion #1

- All applicants must describe how they are an eligible entity in order to receive consideration.
- Eligible entities are:
  - General Purpose Unit of Local Government (as defined under 40 CFR Part 31)
  - Tribes
  - Quasi-government entities (e.g., regional councils, redevelopment authorities, economic development agencies, etc.)
  - Non-profit organizations

*See RFP Section 3.A., Who can apply? & FAQ pp. 4-5.*

*Documentation of your eligibility is needed for entities other than cities, counties, or tribes.*



# Threshold Criterion #2

## Location of proposed pilot project

- Geographic boundaries of proposed pilot project
  - brownfields-impacted area only; *neighborhood, district, city block, corridor, etc*
  - **NOT** for city-wide comprehensive or regional planning

- Identify & describe specific brownfields site(s)

At least one brownfields site in the proposed project area must meet the definition of a brownfield per CERCLA § 101(39):

*“... real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of hazardous substances, pollutants, contaminants, controlled substances, petroleum or petroleum products, or is mine-scarred land.”*



# Brownfields Site Eligibility

Applicant must affirm that the brownfield site they identify is **NOT**:

- a property on, or proposed for listing on, the National Priorities List
- a property subject to unilateral administrative orders, court orders, administrative orders on consent, or judicial consent decrees
- a property subject to the jurisdiction, custody, or control of the U.S. government (*lands held in Trust by the U.S. Government are generally eligible for assistance*)

Special classes of property will require a “Property-Specific Determination”

**See FAQ pp. 3-4 for more information**



# Threshold Criterion #3

Applicant must demonstrate involvement in an existing, inclusive area-wide planning process for the brownfields-impacted area.

Applicant must provide:

- a description of the history of the brownfields area-wide planning partnership
- “Brownfields Area-Wide Planning Partnership List” (see also RFP Section 4.B.3); include statement describing role & funding source of each partner
- letters of support from at least three separate local organizations or government entities (see also RFP Section 4.B.3)
  - If non-government or community-based organization, must have a letter of support from an active partner that is a local or tribal government entity
  - If local or tribal government entity, must have a letter of support from an active partner that is a local non-governmental or community-based organization





# Threshold Criterion #4

Proposal must not request EPA assistance entirely for site assessment, site cleanup, and/or area-wide plan implementation activities.

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*Failure to meet any Threshold Criteria will result in an ineligible proposal; applicants will be notified within 15 calendar days of the ineligibility determination if they fail to meet threshold.*



# Evaluation (Ranking) Criteria

- Proposal must have passed the “Threshold Criteria” to be “Ranked.”
- 7 Evaluation Criteria Sections:
  1. Community Need
  2. AWP Pilot Project Description
  3. Leadership of an Inclusive Brownfields Area-Wide Planning Partnership
  4. Performance Measurement
  5. Programmatic Capability and Past Performance
  6. Resources
  7. Leveraging



# Evaluation Criteria *(con't)*

**100** total possible points

- See Section 5.B. *Evaluation Criteria* in the RFP for points under each criterion
- RFP Section 4.B.2. *Narrative Proposal*, describes the information evaluated under Section 5.B.
- Address sub-criteria individually



# Evaluation Criterion #1

## Community Need - 30 points

Under this criterion, the following factors will be evaluated:

- Demonstrated economic, social, environmental and public health concerns in the brownfields-impacted area.
- Anticipated community benefits addressed by the assessment, cleanup and subsequent reuse of the specific brownfield sites and adjacent areas
- Identified improvements or investments necessary to enable assessment, cleanup and subsequent reuse of the brownfield site(s) and encourage revitalization of the adjacent areas.
- Efforts to collaborate with brownfield assessment, revolving loan fund, and cleanup grantees, contractors, and/or brownfield site owners in your community.

*Responses should clearly identify the sources of information used in this section.*



# Evaluation Criterion #2

## Area-Wide Planning Pilot Project Description - 25 points

Under this criterion, the following factors will be evaluated:

- Overall vision and approach for the brownfields area-wide planning pilot project, with details about your strategy to accomplish the project
- Inclusion of any innovative components to the pilot project, particularly with regard to the integration of sustainable and/or equitable development principles



# Evaluation Criterion #3

## Leadership of an Inclusive Brownfields Area-Wide Planning Partnership - 10 points

Under this criterion, the following factors will be evaluated:

- Applicant's leadership role as organizer, facilitator, or manager of an existing brownfields area-wide planning partnership
- How the partnership is representative of area residents, businesses, and other organizations.
- Progress made through the brownfields area-wide planning partnership in working towards generating an area-wide plan.
- The extent to which applicant has obtained full support and commitment to brownfields area-wide planning efforts



# Evaluation Criterion #4

## Performance Measurement: Anticipated Outcomes and Outputs - 10 points

Under this criterion, proposals will be evaluated on the quality and extent to which they:

- Specify anticipated environmental outcomes and outputs as a result of the area-wide planning pilot project
- Propose a process for tracking, measuring, and documenting the expected project outcomes and outputs
- Specify the measures of success for the project



# Evaluation Criterion #5

## Programmatic Capability and Past Performance - 10 points

Under this criterion, the technical capability of the applicant to successfully carry out the proposed project will be evaluated:

- Ability to successfully complete and manage the proposed project taking into account the applicant's past performance...and history of meeting the reporting requirements
- Organizational experience and plan for timely and successful achievement for the objectives of the pilot project
- Demonstrated staff expertise/qualifications, staff knowledge, and resources or the ability to obtain them, to successfully achieve the goals of the project





# Evaluation Criterion #6

## Resources - 10 points

Under this criterion applicants will be evaluated based on:

- a clearly stated, detailed, and appropriate proposed budget and plan for achieving the project's objectives using cooperative agreement funds, and/or Agency-furnished contract support.
- the cost effectiveness of the proposed budget including whether the budget contains any ineligible costs and is otherwise consistent with the expected award amounts

Note: Tasks for cooperative agreement (grant) funding must be identified by cost and budget category; tasks & activities for direct EPA contract support must be described in narrative format. *See RFP Section 4.B.2.6 and FAQ p. 2*



# Sample Budget Table for Grant Funding

<i>Example task descriptions</i>  <b>Cooperative Agreement Budget</b>	<b>Task 1</b> <i>Brownfields site(s) reuse planning</i>	<b>Task 2</b> <i>Set of area-wide strategies</i>	<b>Task 3</b> <i>Infrastructure reuse strategies</i>	<b>Task 4</b> <i>Develop area-wide plan</i>	<b>Task 5</b> <i>Next steps &amp; resources plan</i>	<b>Total</b>
<b>EPA Project Funding</b>						
Personnel						
Fringe Benefits						
Travel						
Contractual						
Supplies						
Other						
<b>Total EPA Funds</b>						



# Evaluation Criterion #7

## Leveraging - 5 points

Under this criterion applicants will be evaluated based on:

- their demonstration that they will leverage additional funds/resources beyond the EPA assistance awarded to support the proposed project activities, and
- how these funds/resources will be used to contribute to the performance and success of the proposed project.



# Content and Form of Proposal

Proposal packages must contain: *(see Section 4.B. in RFP)*

- Transmittal Letter (3 pg limit)
- The Narrative Proposal (12 pg limit)
- Required Attachments including: (7 pg limit)
  - Brownfields Area-Wide Planning Partnership List
  - Milestones Schedule
  - Letters of support
  - Application for Federal Assistance (SF-424)
  - Documentation of applicant eligibility

*Note: SF-424 and documentation of applicant eligibility do NOT count towards page limit.*



# Encouraging Basic Proposal Prep

- Read the entire RFP and follow directions.
- Refer to the FAQs which are posted alongside the RFP.
- Write as though the reader knows NOTHING about your community.
- Address *all* criteria – *if it doesn't apply say so and explain why.*
- Use the *Proposal Checklist* in RFP Section 5.D.
- Avoid using acronyms and technical/organizational jargon
- Contact partners for assistance in preparing and/or reviewing your proposal



# Encouraging Basic Proposal Prep *(con't)*

- Obey page limits in RFP Section 4.B.
- Total proposal pages may not exceed 22 (3 pg cover letter; 12 pg narrative; 7 pg attachments). *SF-424 and documentation of applicant eligibility do not count towards page limits.*
- 1" margins; 12 pt font; no binders; no color.
- Limit attachments to those listed in the RPP. Do not attach maps, photos, etc
- Contact EPA with eligibility questions early.
- Set up a public meeting and get meaningful public input.



# EPA Brownfields Program

**Find other EPA Brownfields Program Funding Opportunities at**

**[http://www.epa.gov/brownfields/grant\\_info/index.htm](http://www.epa.gov/brownfields/grant_info/index.htm)**



# Questions

## **Contact:**

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